

October 21, 2003 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

04PS0146

First Commonwealth Church
(First Commonwealth Church Regal Center)

Clover Hill Magisterial District
North Line of Hull Street Road

REQUEST: Approval of amendments to the sign package, in order to re-use the existing sign originally designed for a multi-theater complex.

RECOMMENDATION

While staff cannot support the applicant's request as submitted, staff can recommend approval of an amended sign package with two (2) conditions for the following reasons:

- A. The current Ordinance does not allow refacing the freestanding sign, as it exceeds current Ordinance size requirements by 100%. The current Ordinance allows a freestanding sign of fifty (50) square feet.
- B. The original sign package allowed for an exception to the minimum square footage in order for the now defunct movie theatre to advertise movies on a changeable copy board. The current anchor in the complex is a church, and does not require as much signage, therefore staff is recommending reducing the size of the sign.
- C. The original package is much more restrictive in regard to building-mounted signage. Application of current Ordinance standards will ensure that the church will be able to use the building-mounted signs they have requested, and will allow for additional building signage for the other tenants within the center.

CONDITIONS

1. The previous sign package shall no longer apply and current Zoning Ordinance standards shall apply in regard to signage.
2. Building-mounted signs shall be individually mounted channel letters, with the exception of the church building, which may employ the signage as shown in the attachment.

(Note: Condition one (1) will require the freestanding sign in the attachment to be reduced in size to approximately 129.25 square feet, in order to comply with the Sign Ordinance refacing requirements. For future refacing of the sign, staff recommends the sign be constructed to ninety-nine (99) square feet in order to be less than a 100% increase above the Ordinance requirement of fifty (50) square feet for the freestanding sign.)

GENERAL INFORMATION

Associated Public Hearing Cases:

87S045 - Genito Forest Associates
Genito Forest Sign Package - January, 17, 1989 - CPC

Applicant:

First Commonwealth Church

Location:

North line of Hull Street Road and west line of Woodsong Drive. Tax IDs 744-684-7278 and 744-685-0909 (Sheet 10).

Existing Zoning and Land Use:

O-2 and C-3 (all with Conditional Use Planned Development); Shopping center and vacant

Adjacent Zoning and Land Use:

North - R-12; Single family residential
South - C-3; Shopping center
East - I-1; Light Industrial
West - C-3; Shopping center and vacant

Size:

14.13 acres

BACKGROUND

Zoning and Sign Package History:

On July 22, 1987, the Board of Supervisors approved Case 87S045 to rezone the subject property to C-3 and O-2 with Conditional Use Planned Development. At that time, the Board imposed the following condition:

2. Signs. Prior to the erection of any signs, a complete sign package, to include typical colors, sizes, lighting, etc., shall be submitted to the Planning Commission for approval. Signs shall comply with the requirements of the respective zoning classification, unless modified by the Planning Commission through schematic plan approval. The sign package may include an identification sign for Genito Forest Subdivision which shall be paid for, and maintained by, the developer and shall be in addition to the signs permitted by the requirements of the respective zoning classification and/or the Planning Commission.

On March 8, 1989, the Planning Commission approved a sign package for Genito Forest Shopping Center. At that time, the Commission imposed the following conditions:

1. Only one (1) freestanding sign shall be permitted. It shall be a monument-type and the signfield shall be opaque. The sign face shall not exceed 196 square feet and the height shall not exceed fifteen (15) feet.
2. Building-mounted signs shall comply with Corridor Overlay District standards, except that a logo of no more than forty (40) square feet shall be permitted on the theater building complex.
3. Letter colors shall be submitted in conformance with the Martin Senour colors, but limited to a consistent color scheme of not more than five (5) colors.

It should be noted that the Corridor Overlay District sign regulations only permitted a freestanding sign of 100 square feet and twenty (20) feet in height to identify a shopping center. Building-mounted signage is further restricted to no more than one (1) square foot per two (2) feet of building frontage, with a minimum of twenty (20) square feet and a maximum of 150 square feet. Staff's recommendation was to not allow any exceptions to Corridor Overlay standards.

The applicant was requesting a freestanding sign of seventeen (17) feet in height and 200 square feet in area, of which 105 square feet was to be used for advertising movies at the newly constructed cinema. They also requested 336.5 square feet of signage for the movie theatre building, which should only have been permitted ninety-six (96) square feet under the Ordinance in effect at that time.

Current Proposal:

Project Identification Signage:

First Commonwealth Church has since occupied the cinema building, and requests approval to reface the freestanding sign by removing the old cinema panels which are unused and replace those faces with panels to identify individual tenants within the shopping center. A small area of changeable copy is also proposed. The total square footage of the sign would be unchanged.

The current Zoning Ordinance would require that if this sign is to be refaced, that it must be brought within fifty (50) percent of the amount of which is non-conforming in regard to area and height. This would require the sign to be reduced in sign area to 129.25 square feet and no reduction in height. Since the original sign was approved as an exception to allow more area for movie advertising, the need for such a large amount of signage no longer exists.

Building-Mounted Signage:

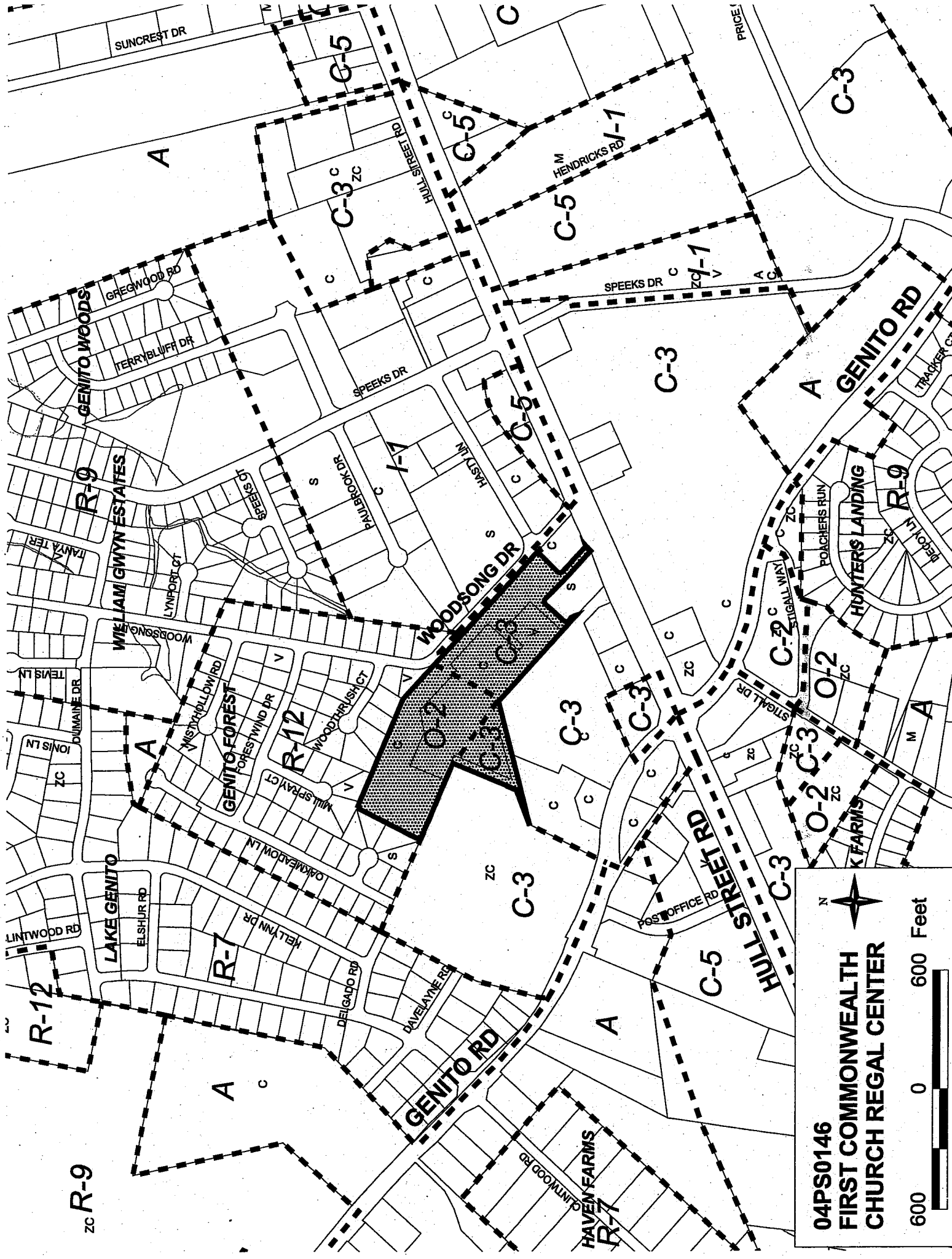
The applicant intends to amend the existing sign package to permit changes in the building-mounted signage for the church (former cinema) building. The applicant proposes 158.83 square feet of signage. The current Zoning Ordinance allows 174 square feet of signage on the building.

The applicant has not requested any changes to the regulations for the remaining shopping center signage, however, it is suggested that the prior sign package condition pertaining to Corridor Overlay standards be removed in order to allow the church's request to follow the current Ordinance. The zoning condition suggests that the signage be similar, therefore staff recommends allowing the large church building be permitted to use box signs and requiring the remaining tenants to use channel letters. Under this situation, color limitations would no longer be enforced.

CONCLUSIONS

This shopping center was formerly anchoring a movie theater, justifying a large amount of signage to be approved in 1989. The current anchor is a church, which does not require nearly as much signage. The current Zoning Ordinance standards do not permit

refacing the existing signage, therefore staff recommends denial of the applicant's request and approval of the alternative conditions suggested herein.



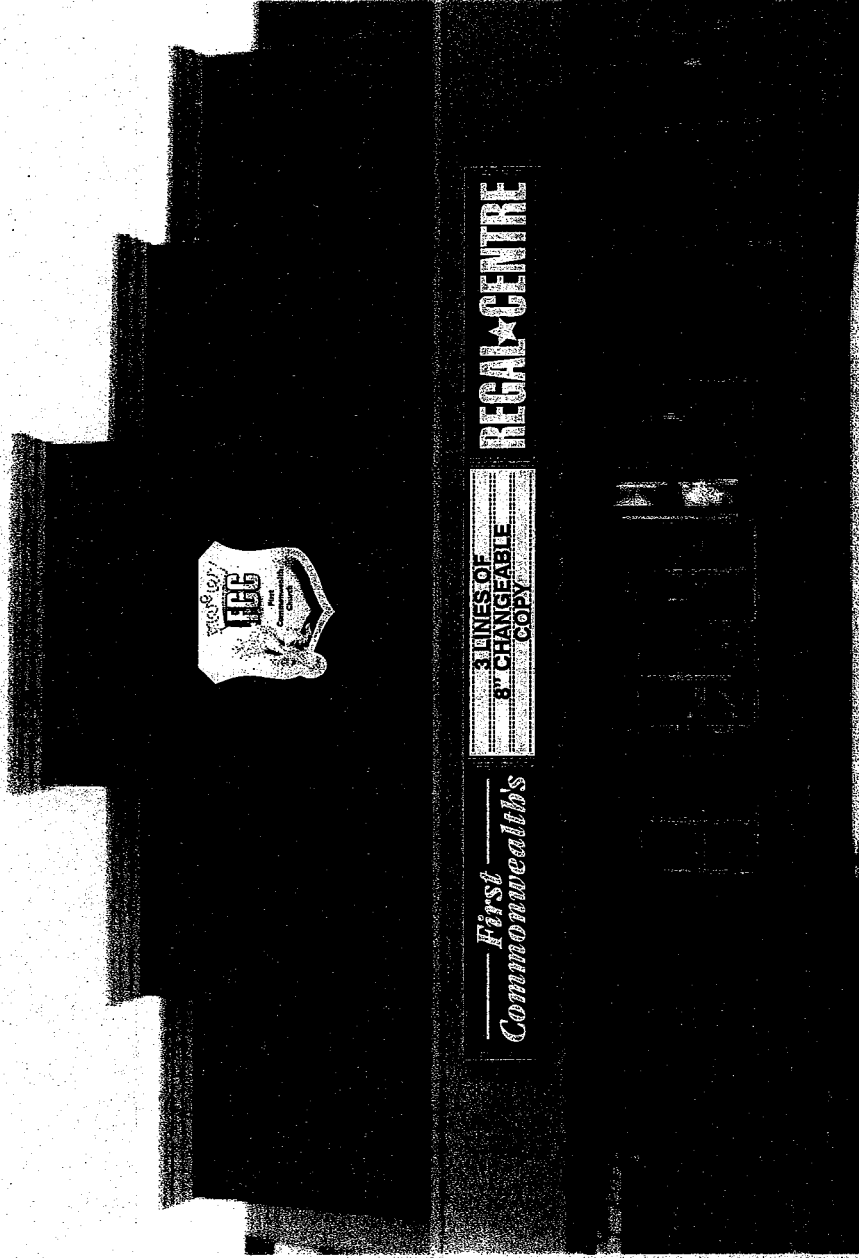
04PS0146
FIRST COMMONWEALTH
CHURCH REGAL CENTER



12'-6" 12'-6" 12'-6"

74" x 78"

38"



Holiday Signs
 11930 Old Stage Rd.
 Chester, Virginia 23836
 Fax (804) 796-9454
 (804) 796-9443

Client: FIRST COMMONWEALTH CHURCH

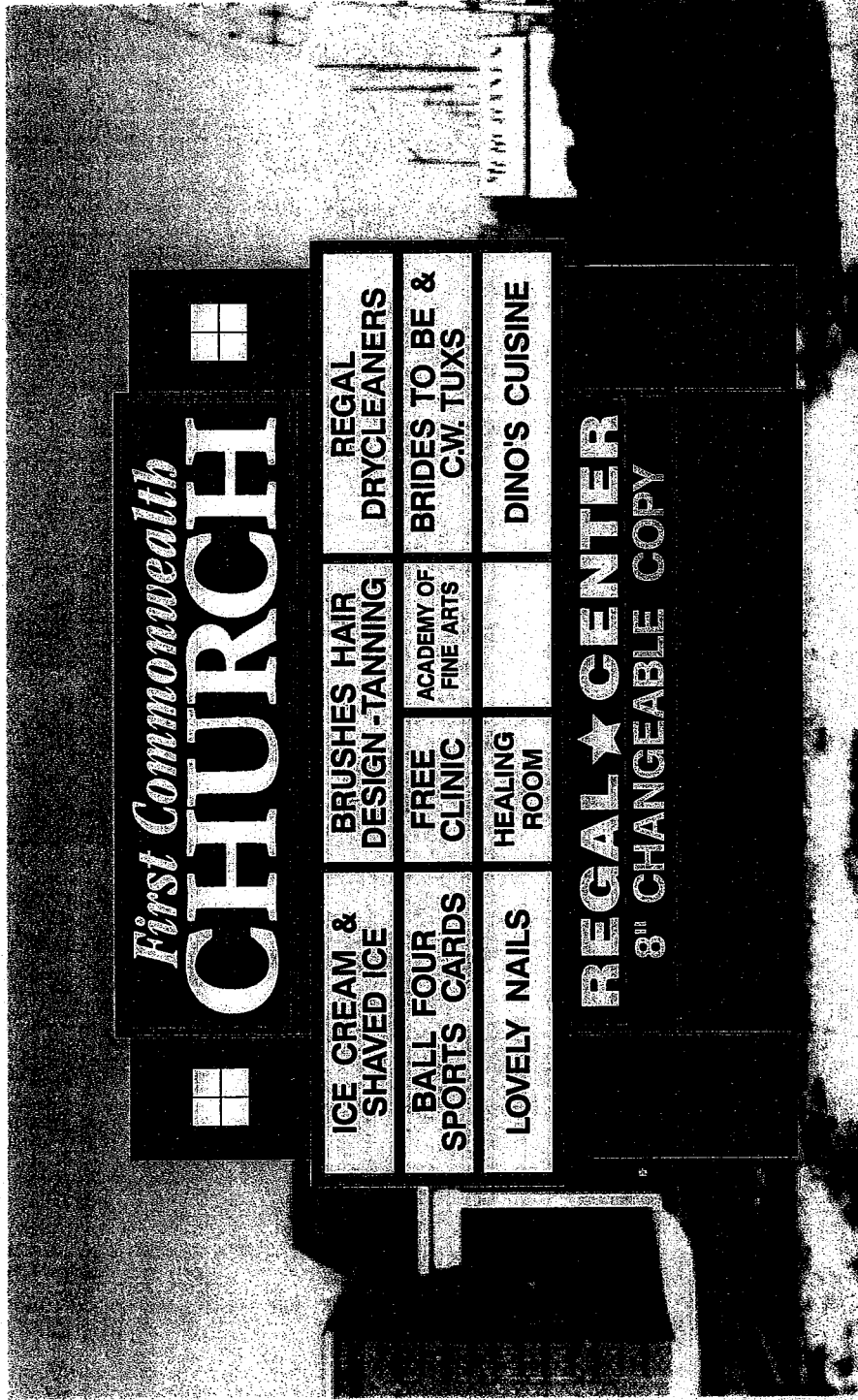
Date: 1/20/03 Scale: 1/8" = 1'-0" Filename: FCC 2

Salesman: ALLEN Drawn By: C.M. Pages:

Revisions: Client Approval:

20'-6"

4'
3"
66"
30"



14'

PROPOSED

04PRO146-2

Holiday Signs

11930 Old Stage Rd.
Chester, Virginia 23836

Fax (804) 796-9454
(804) 796-9443

Client: FIRST COMMONWEALTH CHURCH

Date: 9/11/02 Scale: 1/4"=1'-0" Filename: FCC

Salesman: ALLEN Drawn By: C.M. Pages:

Revisions: Client Approval:

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21'-0" 36"

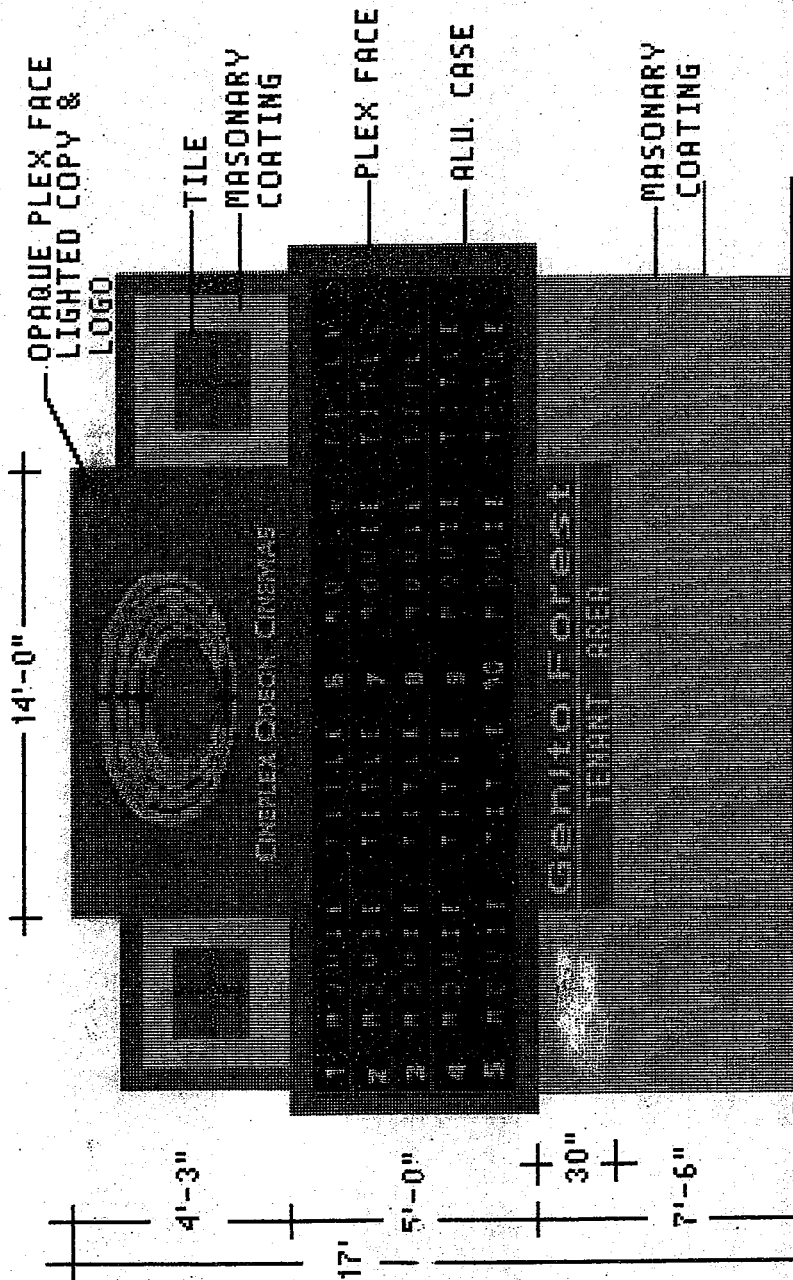


ILLUSTRATION NTS

NOTES

PLEX FACES TO BE INTERNALLY ILLUMINATED. COPY TO BE LIGHTED. BACKGROUND OPAQUE CASES TO BE PAINTED ROYAL BLUE. MASONRY TO MATCH BUILDING.

"TILE" AREA TO MATCH BUILDING DESIGN.

INSTALLATION TO BE ON TWO STEEL POLES SET IN CONCRETE

FACE AREA 200 SQUARE FEET

REV: 10-17-88

PROJECT #86-398C/CR

BROOKS GRAY SIGN COMPANY 286 THULL ST. RICHMOND, VA 23264 PH: 804/233-4000 FAX: 804/233-4000

EXISTING APPROVED